Pilot Crushtec International is making some big moves

Wednesday 22 June heralded the announcement that Pilot Crushtec International, a subsidiary of Sector 5 Investments (Pty) Ltd, will acquire full ownership of the company which will in future be known as Pilot Crushtec International (Pty) Ltd.

The transaction, which is effective from 1 March this year, will see Pilot acquire 100% of a business which it believes in with empirical leadership, can aspire to even greater heights through asset portfolio, supply chain and an ambled service ethos.

With 33 years’ experience in the industry, Schefi has all the background qualifications to make informed predictions on the company’s future direction which is most definitely upward. Figures released for the financial year ending February 2013 show a 28% growth in sales which boosted revenues to a reported R952.5 million.

“Our marketing experience has provided us with a respectfully based confidence in the market, an understanding of the way consumers think and act locally, in sub-Saharan Africa as well as in our markets in North America and Australia. By maintaining a control over our new ground in South Africa we are now geared to literally the scale of this business, supporting our customers with bigger machines and bigger performance. The ability to expedite the rapid delivery of these products to local and export customers, is one of the cornerstones of our marketing strategy as we move forward.”

The business alliance forged with a large capacity engagement supplier Sandvik late in 2012 was another significant big win for a company which is going places and Schefi is forthright about what the company has and what it needs, to achieve its goals.

“We are blessed with an exceptionally motivated management team and one of our immediate priorities is to clarify opportunities to improve every single aspect of our operations, which will also require a significant amount of investment to fuel our anticipated growth.”

Areas earmarked for attention include either an extensive addition to the company’s existing Hartpark premises or a complete move to a new location probably within the area, as is, in close proximity to OR Tambo International Airport.

“Human skills are also a premium and we are confident that Pilot Crushtec is already underway to hire highly skilled sales and engineering service and technical personnel.”

Schefi built the company’s reputation on its ability to deliver world class service on a par that at least matches its European and American counterparts and he intends to raise the bar still further.

“The increased growth in the range of our product offerings, especially in heavy duty equipment, continues to present new opportunities for us to increase our emphasis on trading to support our increased sales and servicing activities. Another important part of my vision for the company is the introduction of an online help desk. Monitored by staff with the necessary knowledge and experience, who will provide diagnostic advice and remote support to our customer’s end users, around the clock, around the world.”

Pilot Crushtec International’s future plans are definitely something worth shouting about and its new marketing campaign, featured on page 2 in this issue of the Winter Crushen is just one of many:

"ONE OF THE BIGGEST NEWS IN THE CRUSHING AND SCREENING INDUSTRY JUST GOT BIGGER."

Any achievement of real worth requires passion, something which the Schefi believes he has taken the company to where it is today and with which it will explore new horizons.

"The promise to ensure we remain a dynamic and aggressive company, the passion to deliver world class products and services to our customers and the passion to talk to our goals to be the internationally respected leader in our field."

Visit our outdoor stand C20
Gallagher Estate
18-21 September
Customers and friends,

As we fast approach the end of a very mild winter here in Johannesburg, we finalize preparations for the inaugural bauma Africa exhibition to be held in mid-September.

You will read about our participation where we will be showcasing our world class brands and products with a particular emphasis on our current marketing theme of “We’ve just got bigger” and the ‘Power of Five’, both of which we have focused on over the past few months and which will receive an even bigger focus going forward.

Jeanie Africa will see us showcase one of the biggest mobile crushers open to Africa and most certainly among our brands “partnership” with the leading brand Sandvik has seen us successfully introduce their heavy-duty range into Africa with the sale of 5 of the heavy-duty crushers already having taken place. So confident are we that this range will continue to grow and rival all the competitors, that we have imported the L805E jaw crusher plant weighing some 120 tonnes especially for bauma Africa.

As promised, we have commenced with many operational changes throughout the business which will see our Supportlink, installation and parts distribution service and support teams travel more within this industry. Please visit us at bauma Africa to meet the people and to hear how we are changing, to ensure that we remain at the forefront of our industry.

We look forward to seeing you there.

The truth is ‘We’ve just got bigger!’

“One of our leading mining and screening specialists just got bigger!’ is the powerful message communicated in Pilot Crushtec International’s latest campaign focusing its leading crushing and screening processing publications distributed across the African continent and further afield.

The campaign was formulated by our advertising agency, Precise Communications. In response to a detailed brief provided by marketing manager, Yenelada de Plessis and her team.

“This message is needed to get across to the industry are absolutely positive and exude our current position in both our local and export markets,” says Yenelada.

“The first message deals with the exceptional growth which we have achieved accompanied by an increase in the power of our extensive range of products. Pilot Crushtec International is now a very serious contender in the heavy-duty market and the applications in this sector as a direct result of our new association with Sandvik,” says Yenelada.

The secondary but no less important message is the wide range of important associations we have built with international brands like Bubble Master and TRM.

The first wave of the campaign which has already been launched in several important publications, including Engineering News, SA Mining and Mining and Energy Africa to name but a few.

The same message contained in these visually bold, attention-grabbing advertisements reflect our increasing stance in the marketplace.

The second phase will feature the use of infographics, a staple of the print advertising technique that uses a combination of illustrations and statistics to provide a clear, graphic representation of where we have come from, where we are today and where we are heading in terms of our future growth.

The information encapsulated within the layouts will demonstrate the size of our African and global footprint, the many thousands of machines sold, our numerous brands and the accumulated tonnage processed by Pilot Crushtec International products.

The third element will be individual advertisements that are product specific, in order to emphasize the awesome power of our bigger, better, more versatile and highly productive range of products.

Yenelada says one of the key features of our advertising is its simplicity in delivering a clear and strong message.

“We are making a clear statement of where we see, the power of our products and the strength of our support using dramatic product illustrations accompanied by simple, hard copy.”
CRUSHING AFRICA'S ROCK

THINKING BIGGER & BETTER IS OUR PASSIONATE PURSUIT

SIGNIFICANT GROWTH

WORLD CLASS COMPANY

13 WORLD CLASS BRANDS

121 WORLD CLASS PRODUCTS

312 YEARS OF CRUSHING EXPERIENCE

4597 TOTAL TONS SOLD WORLDWIDE THE FIELD

BIGGER CAPABILITIES & CAPACITIES

BEST SUPPORT

BETTER SERVICE

INTERNationally

39.3%

FOR REVOLUTION GROWTH

INTERNATIONALLY

39.3%

FOR REVOLUTION GROWTH

INTO AFRICA

48.3%

LOCALy

32.3%

FOR REVOLUTION GROWTH

WORLD

AROUND THE WORLD

2.75 TIMES

KEY PRODUCTS SOLD TO DATE

Jaw Crushers 244

VSI Crushers 551

Cone Crushers 99

Screens 1043

Impact Crushers 314

Conveyors 1867

IF ALL PILOT CRUSHTEC'S CRUSHERS SOLD INTO THE FIELD WORKED COLLECTIVELY FOR

1 HR WE WOULD CRUSH 156 910 t ROCK AND...

FOR 12 HRS PER DAY FOR 234 WORKING DAYS WE WOULD CRUSH 440 603 280 t ROCK

THIS IS EQUIVALENT TO THE AGGREGATE REQUIRED TO BUILD A ROAD

R 95 000 000

R 150 000 000

CUSTOMER BENEFITS

RELATIONSHIPS ARE VITAL IN FERROUS

STEEL MINEING WITH OUR CUSTOMERS, WE

DO OUR BEST TO KNOW OUR BUSINESS

AND OFFER ADVICE ON THE BEST

SOLUTION TO FIT YOUR NEEDS.

EVER A CUP OF COFFEE IS WHERE WE SPEND

TIME DISCUSSING A CUSTOMISED PRODUCT

SOLUTION TO FIT YOUR NEEDS.

JUST AS WE SERVE THE BEST COFFEE, WE

SERVE OUR BEST PRODUCTS AND OUR

ENGAGEMENT TO OFFER YOU A SUPERIOR RANGE

OF EQUIPMENT.

WHY COFFEE EXPRESSO ON CAPPUCCINO, MOCHA, CAFE.CREATIVO, MOODJAH, YOUR CHOICE

AS WE SERVE YOU A PERFECT CUP OF COFFEE

WE STRIVE TO PROVIDE YOU WITH THE

SAME QUALITY, SATISFACTION GUARANTEED.

This is the POWER OF PILOT

PAGE 3
PAGE 4
SANDVIK does the business for Danaher Contracting

Sandvik, through its sales outlets throughout Africa, is in the fortunate position of being able to offer a comprehensive portfolio of services to suit the needs mission profile of any client. This includes but is not limited to: crushing, drilling, excavation, rock-breaking and haulage equipment. Sandvik has been a trusted partner to Danaher Contracting for many years, and the relationship continues to grow.

Carswell International's assertion that it is built to business not by selling products but by providing the industry with winning solutions, was put under the spotlight recently with the urgent supply of a brand new Sandvik UH440 heavy duty mobile jaw crusher to South African crushing specialist Danaher Contracting.

Danaher urgently needed a high output crusher to work on a line of high-production D Block Contracts and Development. This Sandvik, project involves the stripping of 40 000t of Atype gravel from the NW and also the stripping of 6000t of wash and also the stripping of 5 000m of development work as well. The project is a substantial contribution to the procurement of the work, and in the supply of facilities to the clients, by Danaher Contracting.

National sales manager Niel du Plessis recently told the press that the company's new UH440 mobile jaw crusher was to be the first of five that they will have in South Africa. The most important feature of the Sandvik UH440 is its ability to crush at a rate of 200 t/h and its ability to produce 3 to 4 tonnes of 30 mm material per hour.

The crusher is currently being mobilised to the site via Benoni, and is scheduled to be operational by the end of November.

The crusher will be used on a long-term contract to ensure the supplyystem remains competitive.

Danaher Contracting is a subsidiary of the Danaher Group, a holding company that invests in companies that deliver superior, high-quality products, services and solutions to customers in industrial sectors around the globe. Sandvik's expertise in the supply of heavy-duty mobile jaw crushers in Southern Africa is a testament to the quality of its products and the company's commitment to providing excellent support to its clients.

Pilot power benefits rural communities

A Pilot Plant is being created in the construction of the Michor mobile mineral processing plant. The plant is currently under construction and will be used for the production of a new type of crushed rock and fines material for the construction of the R2 170 million West Rand Phosphate Dam. The plant will be located in the Limpopo Province and will be operational by the end of the year.

The plant is currently producing the production of 200 tonnes of crushed rock and fines material per day, for the production of the R2 170 million West Rand Phosphate Dam. The plant is scheduled to be operational by the end of the year.

The Pilot Plant is part of a broader initiative to improve the quality of life for rural communities in the region. The project is being funded by the South African government and is expected to create over 1 000 jobs.

One of the key benefits of the Pilot Plant is the provision of electricity to the rural communities in the area. The plant is expected to generate 2 000 megawatts of electricity per year, which will be used to power the homes and businesses in the area.

The Pilot Plant is being built with the latest technology and is expected to be one of the most efficient plants in the country. The plant is being constructed by a joint venture between South African Power and the Chinese company, China National Electric Engineering Corporation (CNEEC). The project is expected to be completed by the end of 2020.